

INFORMATION

EXCHANGE

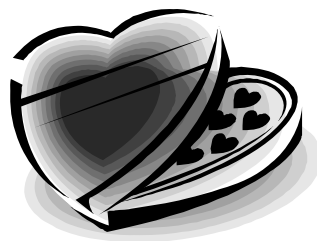
First Quarter - 2007

Resources for Workforce Development Programs

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Call the Employment Training Network



And Savor our Services!

With Valentine's Day approaching, it's a perfect time to remind all Workforce Investment Act (WIA) funded agencies that we have a sumptuous assortment of services that are sure to sweeten up your program. You'll be heartened to know that our services are provided promptly, efficiently and, best of all, at no cost!

We can, for example, refer expert consultants to you from our extensive database, and pay a portion of their fees and travel expenses.

Our lending library is also available to you. It's choc-full of rich materials including books, videos and training manuals. A sampler of our newest items is contained on Page 7.

We can also treat to travel expenses associated with visiting other programs so you can get a taste of how others are providing services.

Call the ETN at (916) 654-8896. We are devoted to delivering great customer service!



ASSOCIATION OF CALIFORNIA SCHOOL ADMINISTRATORS

Capacity Building Unit Staff Development Training

The Capacity Building Unit (CBU) of the Employment Development Department (EDD) Workforce Investment Division provides staff development training and technical assistance to the workforce community at no cost to the requesting agency. The CBU curriculum is focused on the Workforce Investment Act (WIA). Please consult the Training Calendar at www.edd.ca.gov/wiarep/wiacal.htm for the most current schedule. Highlighted below is a sample of the classes currently being offered by the CBU. For a complete description please visit the CBU catalogue located at www.edd.ca.gov/wiarep/wiacat.htm.

Quick Fixes for Frontline Staff

This course, intended for frontline career development and workforce investment professionals who work with WIA participants, will provide a day full of ideas to help staff meet the daily challenges and generate positive energy to achieve workplace goals. Workshop topics include: Organizing your time, reinvigorating yourself, managing transition, dealing with angry people, and resolving conflict. Please contact Michelle Haakenson at (916) 654-9815.

Youth Remix

Intended for local workforce development practitioners and their partner agency staff, this workshop will examine the key elements required for the development and operation of successful youth programs. It is designed to provide youth practitioners with ideas gleaned from some of the most innovative techniques being used throughout the nation today. Please contact Terri Austin at (916) 653-4471.

That's Not My Job! (Customer Service)

This one-day workshop is designed for One-Stop Career Center frontline staff to improve customer service and provide practical tools to resolve a range of customer-based issues. Please contact Joy Allender at (916) 654-8782.

Non-Discrimination: Name that Requirement

The primary target audience for this training is any staff who regularly interact with program participants as well as those staff assigned compliance-related responsibilities. The principal emphasis of this class is to expand attendees' understanding of the WIA, Title I, Section 188's non-discrimination and equal opportunity provisions. Please contact Kim Lucero at (916) 653-1666.

WIA Youth Performance Management

This course is designed for all staff serving youth participants. The course intensely covers the WIA's seven youth program core measures and the two customer satisfaction measures. The emphasis is to provide youth program practitioners and supervisory staff with introductory information that will assist them in understanding performance measures as they relate to the achievement of expected outcomes. Please contact Rick Record at (916) 653-5244.

WIA Fiscal Requirements

This course will benefit both new fiscal staff and those with less than one year of experience with their WIA fiscal systems. Topics include: WIA administrative requirements, written procedures, allowable costs and cost categories and more. In addition, workshop attendees will participate in exercises and can discuss their own systems. Please contact Don MacMillan at (916) 654-8308.

New Tricks for Older Dogs—Busting the Myths of Older Workers

This one-day workshop is designed for frontline staff, including case managers and job developers, and will provide innovative business strategies that will improve local performance while fully integrating older workers into the mainstream of employment opportunities. Please contact Lillian LeBlanc at (916) 657-0210.

Mark Your Calendars

California Career Pathways Consortia -

Educating for Careers

February 25-27, 2007

www.ccpc-conference.net

California Workforce Association (CWA) -

Designing and Leading Effective Meetings

A Training in Basic Group Facilitation Methods

March 27-28, 2007-Los Angeles, CA

www.calworkforce.org

California Workforce Association (CWA) -

Annual Spring Conference

April 10-12, 2007-San Diego, CA

www.calworkforce.org

Talent Knows No Limits

In August of 2006, the California Health Incentives Improvement Project secured the services of Ideaworks to develop a public awareness campaign aimed at increasing employment and access to healthcare for people with disabilities in the state.

The campaign has been developed in support of the partnership efforts of California's Labor and Workforce Development Agency, Health and Human Services Agency, California Governor's Committee on Employment of People with Disabilities, Employment Development Department and the California Health Incentives Improvement Project.

The Vision, Mission, Value and Philosophy of the California Comprehensive Strategy for the Employment of People with Disabilities are incorporated into the plan.

"Talent Knows No Limits" will launch as a pilot program addressing potential employees and employers in San Diego and Kern Counties. Additional regions will be added throughout 2007 for statewide implementation in 2008.

Through a marketing process that occurred in the Fall of 2006, consumer and community attitudes and perceptions were investigated. Marketing focus groups were conducted in San Diego and Bakersfield with separate groups conducted for potential employees and employers. This research tested campaign messaging in distinctly different geographic, economic and cultural regions, and has guided development of the campaign.

Individuals and businesses utilized in the campaign photographs and articles will be real people sharing real stories. These individuals will depict success across a range of California employment and career opportunities; a diversity of disabilities; and a diversity of population.

The process considers:

- Social Structure – the starting point. Public Policy efforts are underway.
- Community – development of a comprehensive public awareness campaign.
- Institutional and Organizational – implementation of public awareness activities and the activity it generates at the Program point-of-contact.
- Lifestyle Influences – the message reaches the individual, family and supporting entities firsthand, by word-of-mouth and any one-on-one activity.
- Individual – the emotional connection is made. The leap to action becomes achievable, such as, seeking

employment services, pursuing career opportunities, and/or accessing affordable healthcare through the Medi-Cal Working Disabled Program.

The power of advertising is that it can shape public awareness and generate energy and buzz about our subject, while starting and reflecting trends in society.

The plan encompasses the target audience with consistent messaging through public relations, media, print advertising, direct mail, radio PSAs and collateral materials. In addition, placements will rollout by region for targeted reach in each market, allowing for a clearer picture of audience response.

Public Relations efforts will develop and leverage local stories to build credibility. Through promotion of progress and success, these activities can affect public attitude and change the focus from exception to expectation. And, demonstrate that in California, "Talent Knows No Limits".

For additional program information contact: Megan Juring, California Health Incentives Improvement Project, Sonoma State University, California Institute on Human Services at MJuring@edd.ca.gov.

Career Exploration

Logistics Careers on the Move

A new on-line product, "California Opportunities in Logistics", offers career explorers, students, and job seekers a peek at the wide variety of career opportunities available to those interested in helping get California's goods from the suppliers to the producers to the customers. California expects more than 67,000 job openings each year between 2004 and 2014 for the logistics-related occupations covered in this report. These annual openings reflect both growth and replacement needs. In addition, occupations in logistics-related industries often pay as well as or better than the same occupation in other industries, especially entry-level jobs.

See the article "Logistics Jobs in California" at www.labormarketinfo.edd.ca.gov/article.asp?ARTICLEID=623&PAGEID=4&SUBID=150 for a complete list of the occupations covered in the report. Or see the full report at www.calmis.ca.gov/file/logistics/Logistics-Report.pdf.

Employer Funding Opportunity

The Employment Training Panel – the State’s Best Kept Secret

Employers throughout the State have a great resource available to them: State funds to train their workers. This year, California’s Employment Training Panel (ETP) will provide up to \$120 million to companies in California to upgrade the skills of their current employees.

Founded in 1983, the ETP has already paid out almost \$1 billion in job training funds to over 60,000 companies to train over 650,000 California workers. ETP is one of the State’s last remaining economic development incentive programs and is frequently used to attract companies to the State or to encourage companies to remain and invest in California.

ETP was designed specifically to help manufacturers and other companies with out-of-state competition compete with companies in other states and other countries. ETP funds are used primarily to upgrade the skills of currently employed workers. ETP provides the funding and companies either train their workers with their own staff, hire professional trainers, or do both.

About 10 percent of ETP’s \$120 million this year will go to special training projects or for training the unemployed. Companies in high unemployment areas, for example, have special eligibility waivers and ETP can also relax certain requirements for the trainees.

ETP is funded by employers. Companies pay \$7 per full-time worker into the fund, and last year, on average, companies that contracted with ETP received \$1,100 for

each trainee who successfully completed the training program.

What types of training qualify? Virtually all types of job training topics are allowable. Standard topics these days include production techniques, Lean Manufacturing, Six Sigma, computer skills, customer service skills, management, and a variety of other hard and soft skills. Only basic types of training mandated by law or generally required by employers, such as safety, company orientation, and a few other topics are not fundable by ETP.

Also, the State understands the importance of communication skills and Literacy. ETP allows training in basic English and math needed for the worksite. Vocational English as a Second Language is quite common in these contracts.

Training funded by ETP can include classroom training, “laboratory” training, as well as computer-based training and training conducted over the internet. ETP, however, does not fund on-the-job training programs.

To learn more about this program, contact ETP’s Economic Development Director, Charles Lundberg, at (916) 327-5261, email clundberg@etp.ca.gov, or visit www.etp.ca.gov. You may also start the application via ETP’s website by completing an on-line orientation and preliminary application.

If you are an employer in California, now is the time to apply for ETP funds.

On-Line Resource

Workforce3 One Integrated Webpace - An Innovative Collaborative

This website, located at www.workforce3one.org, is a collaborative effort that represents the merging of national, state, and local leadership into one system committed to embracing and installing a demand-driven culture in the publicly funded workforce system.

This collaboration also represents another step toward preparing workers for new and in-demand job opportunities in high growth, high-demand, and economically vital industries/sectors of the American economy. The Workforce3

One Integrated Webpace offers the public workforce system, employers, economic development professionals, and education professionals an innovative knowledge network designed to create and support a demand-driven community, one that responds directly to business needs and prepares workers for good jobs in the fastest growing careers.

This website provides a very informative video overview that demonstrates the many resources available at the site.

Training Resources

EDD Offers Disability Navigator and Human Resource On-Line Training

Workforce and human resource professionals now have access to two on-line training programs - the Navigator Training Series and Human Resource Training Series. Funding for these highly useful programs was provided by the Department of Labor (DOL) Employment and Training Administration (ETA) to the Employment Development Department in partnership with the Governor's Committee on Employment of People with Disabilities. The DOLETA Work Incentive Grants were issued to increase access to services and employment for people with disabilities.

San Diego State University's Interwork Institute developed the on-line training. The Navigator Training Series consists of two distinct training programs, basic and intermediate. Each program is designed for One-Stop Career Center staff to enhance their ability to assist persons with disabilities in "navigating" the workforce delivery system and support programs that increase the capability of persons with disabilities in achieving positive employment outcomes. The training covers disability awareness and etiquette, benefit programs, accessibility, community resources, and benefits planning, as well as other disability topics that focus on effective practices to enable One-Stop Career Center staff to provide comprehensive employment services to persons with disabilities. To date, 747 One-Stop Career Center staff and partners have completed this training series.

You may access the Navigator Training at <http://interwork.sdsu.edu/navigator/> - Click on the link "Click to Register" on the right side of the screen. When prompted, enter the following registration code: 1stop

Once you complete the registration information, you will receive a User Name and Password and automatically go to the Navigator Training modules.

The Human Resource Training Series is designed to assist human resource personnel in understanding the issues involved in recruiting, selecting, hiring, and employing people with disabilities. The training introduces solid business reasons why hiring persons with disabilities makes sense and provides information on awareness, legal requirements, accommodations, benefits packaging, and other disability-related employment topics. A link to the training is available on the Society of Human Resource Management (SHRM), California State Council website. Successful completion of

the training earns 2.5 continuing education units for SHRM members.

You may access the Human Resource Training at <http://interwork.sdsu.edu/navigator/hr/> - Click on the link "Click to Register" and proceed as prompted. You may leave blank the request for Society for Human Resource Management (SHRM) affiliation if you are not a SHRM member. Once you complete the registration process, you will receive a User Name and Password and automatically go to the Human Resource Training modules.

Both the Navigator Training Series and the Human Resource Training Series are offered in a computer-based online format. Using a computer with an Internet connection, learners can enter the training websites and complete the self-paced instructional modules at their convenience. The information in each instructional module is presented in a narrative format with a variety of multimedia features designed to enhance the learning process. After successful completion of the training, learners receive a certificate of completion.

EDD is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Special requests for services, aids, and/or special formats can be made by calling (916) 654-8055 (Voice) or (916) 654-9820 (TTY).

Save the Date for ETA 2007 Fiscal Conferences

The U.S. Department of Labor (DOL) Employment and Training Administration's (ETA) recently announced technical assistance and fiscal training conferences are planned for 2007.

The conferences will provide training on fiscal and administrative issues for state, local area, and discretionary grant staff to increase understanding of the grants management process as it pertains to ETA grants.

Visit www.edd.ca.gov/wiarep/wiainbu.htm and select WIAB06-43 for a "Save the Date" announcement containing information on the dates and locations of the conferences, the Internet link to view the draft agenda and workshop topics, and the link to register for attendance.

Scholarship Awards

First Annual Dwight Brydie Scholarship Fund Awarded

Four exemplary youth were awarded the Dwight Brydie Scholarship Fund in a ceremony held at the California Workforce Association (CWA) Youth Conference in San Diego on January 17, 2007.

Dwight Brydie, a longstanding employee of the Employment Development Department (EDD) and highly regarded trainer for the EDD Capacity Building Unit, was a committed and passionate advocate for youth prior to his untimely death last January.

To honor his memory, the California Workforce Association (CWA) and the Youth Development Research Fund (YDRF) established a scholarship program in his name. Other scholarship donors also included New Ways to Work with Casey Family Programs funding, and an anonymous donor through the Liberty Hill Foundation in Los Angeles.

The scholarship criteria required that the applicants must be currently participating in a youth employment program, between the ages of 16 and 21 and a resident of California. Applications were reviewed by the Scholarship Committee. The committee gave serious consideration to responsible youth who wanted to make a better life for themselves, demonstrated leadership potential and/or provided positive role models for other youth, showed the ability to make good choices, and who desired to improve their skills and abilities to succeed in the workplace. All youth were considered and foster youth transitioning to independence and youth with disabilities were given special consideration.

Scholarships awarded were \$1,000 per person to offset the costs for tuition, books, fees, transportation costs and other related and relevant training expenses.

The recipients of the scholarships were: Kim Tran, Jeremiah Wright, Lisa Snow, and Stephen Morales. Excerpts taken from letters of reference for each of these exceptional awardees had a similar theme – these youth are intelligent, extremely enthusiastic, possess a strong work ethic and provide a role model for all youth.

The Dwight Brydie Scholarship Fund is a vehicle for continuing his legacy. For more information please contact the CWA at (916) 325-1610.

Program Funding Awards

Rapid Response Special Projects for PY 2006-7 Announced

On December 14, 2006, the results of the competitive process to award approximately \$3.8 million in Workforce Investment Act (WIA) Dislocated Worker 25 Percent Rapid Response (RR) funds for special projects was announced via Workforce Investment Act (WIA) Information Bulletin.

To view a list of those entities and their respective awards please visit www.edd.ca.gov/wiarep/wiainbu.htm and select Information Bulletin WIAB06-35.

Staff that serve dislocated workers and staff that help employers avert layoffs and promote economic development may be interested in a recently released summary of those projects located at Information Bulletin WIAB06-48.

WIA Funds - 2006 SFP Awards Announced

On September 8, 2006, the Employment Development Department (EDD) in coordination with the California Workforce Investment Board and on behalf of the California Labor and Workforce Development Agency, announced the availability of up to \$19 million in two Solicitations for Proposals (SFP).

One SFP targeted the Veterans Employment Related Assistance Program and the other targeted Growth Industries, Industries with a Statewide Need and Advancing Workers with Barriers to Employment.

The solicitations included funds from both Workforce Investment Act (WIA) Governor's 15 Percent Discretionary funds and WIA Dislocated Worker 25 Percent Additional Assistance funds.

In a news release dated January 25, 2007, the California Labor and Workforce Development Agency Secretary, Victoria Bradshaw, announced the grants awarded through the solicitations within each of the funding categories described in the SFP. The news release, list of the grant awardees, and a brief description of their projects are available on EDD's website at www.edd.ca.gov/wiarep/wiaspind.htm.

Check It Out!

The resource materials listed below, including DVDs, videos, CD-ROMs and audio cassette tapes, are available for loan from the ETN library. Please leave a message at (916) 654-8386 with your requests. Available items will be shipped within 24 hours of request. If an item is already checked out, you will be placed on a reserve list.

ORGANIZATIONAL DEVELOPMENT

Diagnosing Organizations: Methods, Models, and Processes, Third Edition, Sage Publications, Inc. (J2278)

Performance-Based Evaluation: Tools and Techniques to Measure the Impact of Training, Pfeiffer (J2271)

Performance-Based Management: What Every Manager Should Do to Get Results, Pfeiffer (J2270)

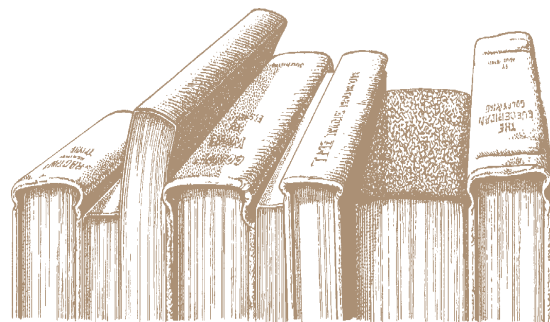
Understanding Organizational Change, Converting Theory to Practice, Crisp Publications, Inc. (J2250)

Best Practices in Organization Development and Change: Culture, Leadership, Retention, Performance, Coaching, Jossey-Bass Pfeiffer (J2187)

Cost Analysis Step By Step: A How-to-Guide for Planners and Providers of Welfare-to-Work and Other Employment and Training Programs, Manpower Demonstration Research Corporation (J1977)

TIME MANAGEMENT

Conquer the Chaos: The Best Ideas in Time Management, Briefings Publishing Group (Video) (J2215-AV)



Manage Your Time Better, Time Waits for No Man, But You Can Catch Up!, Jack Wilson & Associates, Inc. (Video) (J2192-AV)

The Everything Time Management Book, How to Get It All Done and Still Have Time for You!, Adams Media Corporation (J2151)

Time Management for Unmanageable People, The Guilt-Free Way to Organize, Energize, and Maximize Your Life, Bantam Doubleday Dell Publishing Group (J1959)

COACHING AND MENTORING

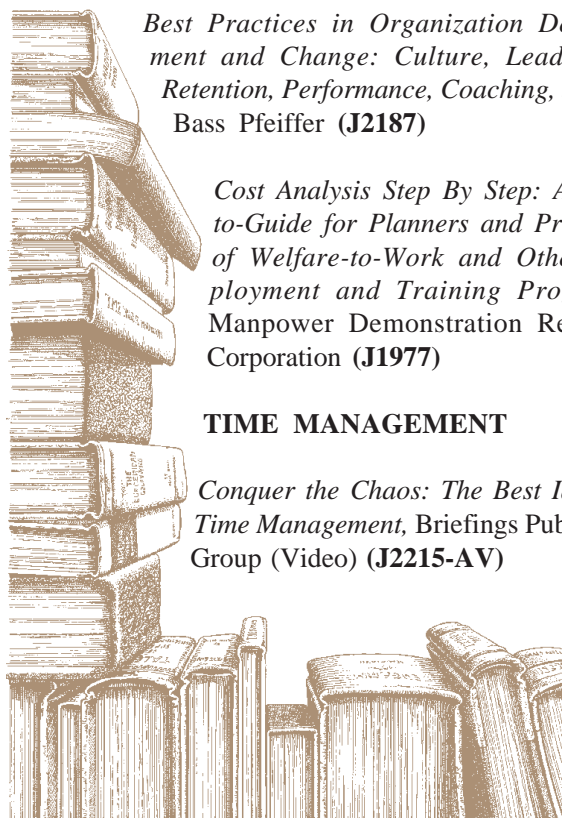
Coaching and Counseling: A Practical Guide for Managers and Team Leaders, Crisp Publications, Inc. (J2145)

Coaching & Mentoring for Dummies, A Reference for the Rest of Us!, IDG Books Worldwide, Inc. (J2144)

The Handbook of Coaching: A Comprehensive Resource Guide for Managers, Executives, Consultants, and Human Resource Professionals, Jossey-Bass Pfeiffer (J2143)

The Things that Really Matter About Coaching People: Understand and Motivate People, Turn Ordinary Into Extraordinary, Be an Outstanding Coach, How To Books Ltd. (J2142)

Coaching and Mentoring, Practical Methods to Improve Learning, Kogan Page Limited (J2141)





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THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

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The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of areas. Local Workforce Investment Area (LWIA) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

EDD is an equal opportunity employer/program.